



## GUIDANCE FOR PUBLIC COMMENTS

### General Tips for Submitting Written or Oral Public Comment

- Always be polite, civil, and avoid using profanity
- Speak to your personal experience and explain the personal impact of the proposed action
- Do not directly attack the board members or respond to the arguments of opponents
- Mention that you are a resident or business owner in the city
- State your most important point first and be clear about your concern and request
- Research and follow board procedures for submitting public comments
- Be aware that board members may not directly respond to your comments
- Keep your comments brief and thank the board for their attention
- For written comments, prepare two versions of your remarks: one version for the regular allotted time (usually 2-3 minutes) and another version for one minute of speaking. Review and practice your remarks to make your key points in the time allowed. To assist with timing: people generally read 130 words per minute.

### Structure for Public Comments

- |                   |                                                               |
|-------------------|---------------------------------------------------------------|
| 1) Introduction:  | One sentence on who you are                                   |
| 2) Your Ask:      | One-two sentences on your request                             |
| 3) Your Concerns: | Discuss a few problems and negative impacts of the resolution |
| 4) Closing:       | Reiterate your request and thank the board                    |

### Talking Points

#### Introduction

- My name is NAME and I am a . . .
  - Resident of CITY living in the NAME neighborhood.
  - Business owner in CITY
  - Jewish resident of CITY and parent of NUMBER children.
  - An Israeli-American living in CITY

## Your Ask:

Do not bring and oppose resolutions on the Israel-Hamas War.

## Non-Binding Resolutions Inflammate Hate Targeting Jewish Community

- The resolution will not address the root causes of the crisis in the Middle East, have no binding effect on it, and will exacerbate the feeling of insecurity among Jews.
- When Israel is in the news, antisemitism in America always increases
- Recent resolution in Oakland led to a surge in antisemitic incidents, including graffiti, vandalization of a Hanukkah menorah, and offensive posts by government/school staff.
- In San Francisco, we witnessed flyers targeting Jewish businesses and online posts accusing local Jews of genocide after a resolution was adopted

## Public Meetings on Israel-Hamas War Plagued With Hate

- Meetings discussing the war are marked by five hours of public comment filled with antisemitic jeering, perpetuation of conspiracies, and a lack of decorum.
- Examples include comments that that Hamas actions on October 7 were justified and that sexual violence against woman by Hamas did not occur

## Focus on Unity, Not Wasting Resources:

- Resolution will divert valuable time and resources that could be better utilized addressing real issues impacting the local community.
- Matters of foreign affairs are in purview of federal elected officials, not local officials
- Instead, focus on constructive steps that support all traumatized communities
- Considering the ongoing trauma residents are experiencing, efforts should be directed towards bringing people together rather than creating further divisions.

## **Proposals to Reduce Divisiveness of Resolutions on the War**

### Call for the removal of Hamas from power

- Any resolution must explicitly call for the removal of Hamas from power
- This is the view of all federal elected leaders, the US, the European Union, and other key international stakeholders.
- There will be no “ceasefire” with a terrorist organization on Israel’s border that calls for the violent destruction of Israel, as evidenced by October 7 and its ongoing attacks.

### Condemn the October 7 massacre

- October 7 was the deadliest single day for the global Jewish community since the Holocaust and this terrorist attack precipitated Israel’s military response.
- Following the attacks by Hamas, every federal elected official forcefully condemned Hamas and supported the traumatized Jewish community – but this board did not

- The resolution's silence as to the cause of 1,200 Israeli deaths and the start of the war – Hamas terrorism – is glaring and undermines the intent of the resolution.

#### Call for Two State Solution

- To authentically call for a ceasefire, the Board must also outline what a lasting peace will mean for both sides.
- A two-state solution to the Israel-Palestinian conflict, in which both parties peacefully live with fully normalized diplomatic relations is the only realistic solution
- This solution is the consensus view of almost every world power including the US, EU, Arab League, the Saudis, and many others.